

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 through 22. (Cancelled) .

23. (Currently Amended) An Internet-based computer system for generating a message board display of an Internet-based message board, wherein the message board display comprises a beginning message board line position and a plurality of message board display line positions relevant to the beginning message board line position, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users;
B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

- 1) a respective hypertext link to an advertising message, and
- 2) a corresponding fixed line number within [[a]]the plurality of message board display line positions for the message board display, for a display of the respective hypertext link, wherein the corresponding fixed line number comprises a particular message board display line position of the plurality of message board display line positions, and wherein the corresponding fixed line number comprises a particular message board display line position relevant to the beginning message board line position;

C) generate the message board display comprising:

[[1]]3) each user input message of the plurality of user input messages displayed at a respective variable line of the plurality of message board display

line positions, relative to the beginning of the message board display line position, according to a sort order of the plurality of user input messages, and

[[2]]4) each respective hypertext link displayed at the corresponding fixed line number of the message board display, independent of the sort order.

24. (Currently Amended) The computer system of Claim 23, the at least one server computer further programmed to:

D) update the message board display with a new user input message displayed at a respective variable line of the plurality of message board display line positions, relative to the beginning of the message board display line position, according to the sort order; and

E) preserve the message board display of the hypertext link position at the corresponding fixed line number of the message board display.

25. (Currently Amended) An Internet-based computer system for generating a message board display of an Internet-based message board, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users;

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

1) a respective hypertext link to an advertising message, and

2) a corresponding fixed line number within a plurality of message board display lines for the message board display, for a display of the respective hypertext link, wherein the corresponding fixed line number comprises a particular message board display line relevant to a first message board display line of the message board display;

C) generate the message board display of the plurality of message board display lines comprising:

[[1]]3) the plurality of user input messages, wherein a respective line at a

respective variable line position of the plurality of message board display lines, relative to the beginning of the first message board display line of the message board display, is provided for a respective display of each respective user input message of the plurality of user input messages, wherein the respective variable line position is determined according to a sort order of the plurality of user input messages, and

[[2]]4) each respective hypertext link at a display line at the corresponding fixed line number of the message board display.

26. (Previously Presented) The computer system of Claim 25, wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective predetermined fee for a predetermined period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board display.

27. (Currently Amended) The [[method]]computer system of Claim 25 wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective bid for a particular period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board.

28. (Currently Amended) An Internet-based computer system for generating a plurality of message board displays for a plurality of Internet-based message boards, said computer system comprising at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective message board users, wherein each respective user input message of the plurality of user input messages comprises:

1) a respective user message, and

2) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective user message is to be displayed;

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises:

[[1]]3) a respective hypertext link to an advertising message,

[[2]]4) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective hypertext link is to be displayed, and

[[3]]5) a corresponding identification of a fixed line number within a plurality of message board display lines for the respective Internet-based message board for a display of the hypertext link, wherein the fixed line number comprises an indication of a particular message board display line relevant to a first message board display line of the plurality of message board display lines for the respective Internet message board display;

C) for each respective Internet-based message board of the plurality of Internet-based message boards, generate a display comprising:

[[1]]6) each respective user message for which the corresponding identification of a respective message board corresponds to the respective Internet-based message board, wherein a respective line at a respective variable line number relative to the ~~beginning of the~~ first message board display line is provided for display of the respective user message, wherein the respective variable line number is determined according to a sort order of the plurality of user input messages, and

[[2]]7) each respective hypertext link for which the corresponding identification of a respective Internet-based message board corresponds to the respective Internet-based message board, wherein the fixed line number within the plurality of message board display lines for the respective Internet-based message board is provided for display of the respective hypertext link, and wherein the fixed line number does not change according to the sort order.